IN THE CLAIMS:

Please amend claims 6, 15, and 24 to the following:

6. (Twice Amended) A method executed in a computer system for targeting advertisements comprising:

associating at least one category with documents that may be retrieved, said category including at least one term;

associating at least one supercategory with multiple categories by mapping the multiple categories to the at least one supercategory;

associating an advertisement with at least one of said supercategories;

determining at least one term associated with a data query;

determining a first of said at least one supercategory based on at least one term of said data query and said multiple categories of the at least one supercategory; and

displaying an advertisement associated with said first supercategory.

15. (Twice Amended) A computer program product for displaying advertisements comprising:

machine executable code for associating at least one category with documents that may be retrieved, said category including at least one term;

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machine executable code for associating at least one supercategory with multiple categories by mapping the multiple categories to the at least one supercategory;

machine executable code for associating an advertisement with at least one of said supercategories;

machine executable code for determining at least one term associated with a data query;

machine executable code for determining a first of said at least one supercategory based on at least one term of said data query and said multiple categories of the at least one supercategory; and

machine executable code for displaying an advertisement associated with said first supercategory.

24.   (Twice Amended) An apparatus for displaying advertisements comprising:

means for associating at least one category with documents that may be retrieved, said category including at least one term;

means for associating at least one supercategory with multiple categories by mapping the multiple categories to the at least one supercategory;;

means for associating an advertisement with at least one of said supercategories;

means for determining at least one term associated with a data query;